

FSC-27-A		2/4/97	
SUBJECT: Eclipse Advertising Test			
DISTRIBUTION:			
<u>X</u> AVP	<u>X</u> KAM	<u>X</u> DM	
<u>X</u> RSM	<u>X</u> AM	<u>   </u> RM	
<u>X</u> RBM	<u>X</u> AE	<u>   </u> REP	
<u>X</u> ROM			

MAILED ON  
THIS DATE

2/6/97

Between February 18 and March 1, 1997 the Eclipse brand will run newspaper ads in metro Indianapolis papers. The ads will tell consumers that they can try this brand for free by calling an 800 number.

Smokers who call the number can receive up to 12 free packs by attending a personal selling session at an area hotel or 2 free packs by allowing our Representative to come to their home or business. Smokers who participate in either of these programs may then be given the opportunity to buy Eclipse through the mail.

### Objective

The company's objective is to determine the response rate to this type of marketing and the conversion rate the programs generate. Several other marketing tests with similar objectives have been conducted over the past year; however this is the first to utilize newspaper advertising.

**IMPORTANT NOTE:** This test is not a precursor to a retail introduction in Indianapolis.

### Field Sales Accountabilities

We are providing you with this information since this test may attract the attention of the trade and the media outside of the Indianapolis market. We do not feel it is necessary to inform direct accounts and retailers outside of Indiana about this program, but we need to be prepared to respond to questions if asked.

In response to any questions, we should simply convey that this is a short-term test to determine response rates to this marketing technique and that we have no plans for a retail introduction.

Indianapolis area personnel will receive additional details on this program in the near future.

Program Contact: Larry Sasso, extension #0662

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